

## Case Study: Market Research

### The Client

Chatham University

### The Challenge

The University was having a difficult time understanding why students were either not enrolling at their school or enrolling and then withdrawing from the school. The school enlisted PlattForm's help to survey students and find the reasons why.

### The Action

PlattForm conducted a list of 20 questions through our call center service to survey two separate lists. The first was of students who inquired but did not enroll. The other was of students who enrolled but withdrew from the school. The information generated went into an easy-to-read analysis for the client to review. This helped the school understand why these students did not have continue their education with the school.

### The Result

After calling 662 records, PlattForm was able to complete 127 surveys for the school. This campaign even resulted in one of the students re-enrolling at the school!